

## Tips on Reading the New Licenses and IDs



- Licenses for persons under 21 have a vertical format while licenses for those over 21 have a horizontal (traditional) format.
- Licenses for persons under 18 will display the following statement in bold letters on the bottom left corner: "AGE 18 on MO-DA-YEAR."
- If a person has a vertical license, the clerk simply looks at that statement and determines if that date has yet been reached. If not, no sale.
- To ensure that tobacco retailers in Washington State comply with laws forbidding the sale of tobacco to those under age 18, local health jurisdictions and the Washington State Liquor Control Board use teenagers, ages 14 to 17, to try to purchase tobacco products. In 2001, fewer than 20 percent of retailers sold tobacco to minors during random checks.

	<p>The Washington State Tobacco Prevention and Control program is funded by a combination of money from the national settlement agreement between the State of Washington and major tobacco companies, from tobacco taxes, and from federal funds. In a commitment to curb tobacco use within the state, Governor Gary Locke and the state Legislature dedicated all of the tobacco settlement funds to programs that protect and improve the health of Washington citizens. Washington was the first state to take this step.</p> <p>In addition, the Department of Health created a sustainable, long-term, comprehensive tobacco control program aimed at preventing and reducing smoking and other tobacco use.</p>	<p><b>Warning Label Contact Information</b></p> <p>Tobacco Prevention and Control Larry Champine, Public Information 360-236-3614 larry.champine@doh.wa.gov www.doh.wa.gov/tobacco</p>
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Tobacco Prevention and Control  
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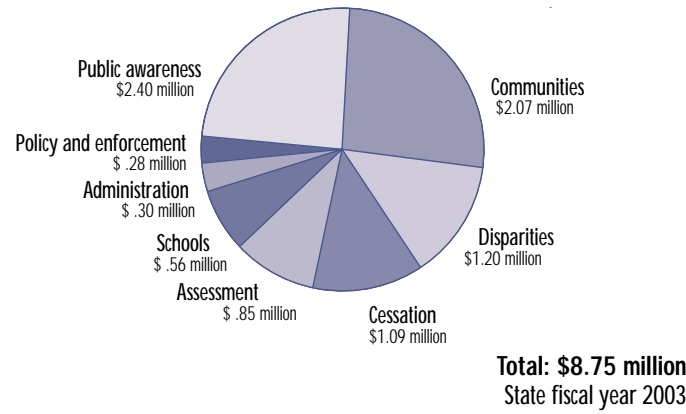
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# WARNING LABEL: A Quarterly Update On The Goals And Successes Of The Department Of Health Tobacco Prevention and Control Program

Spring/Summer 2002 Volume III Issue 1

## Tobacco Tax Increase Adds Money for Tobacco Prevention and Control

Distribution of New Funds by Program Component



- Initiate pilot efforts to reach 18- to 24-year-olds with no-smoking messages.
- Increase the number of counties that check tobacco retailers to make sure they don't sell tobacco to minors and increase the number of checks they perform. Increase public and retailer awareness of tobacco sales laws.
- Increase funding for county and tribal programs.
- Include activities targeting underserved communities in each area of the program.
- Ten percent of the new budget dollars will be used to evaluate the results of the new activities.

### How Distribution Was Determined

The Department based its choice of activities on input from program stakeholders and the following criteria:

- Is the activity consistent with the Tobacco Prevention and Control Plan and its goals?
- Does it contribute to a comprehensive and balanced approach to tobacco prevention and control?
- Does it help develop capacity in communities and schools?

The new budget increase resulted from the passage of Initiative 773 in November. The initiative raised the tax on cigarettes and specified that a portion of the resulting revenue be used to increase the tobacco program's budget to \$26.25 million—the level recommended by the governor's Tobacco Prevention and Control Council in 1999. The current program budget is \$17.2 million annually. The increase makes Washington's program one of the best supported state tobacco prevention and control programs in the nation.

On March 27, Washington State Secretary of Health Mary Selecky announced the activities that will be funded by the Tobacco Prevention and Control Program's recent budget increase. The program will use the expected \$8.75 million, received through an increase in the tax on tobacco, to do the following:

- Develop a secondhand smoke campaign that combines a statewide media campaign with local policy, awareness, and coalition building efforts.
- Increase school funding for grades 5-9 to increase the number of schools with anti-tobacco programs and to ensure a comprehensive approach in each school district.
- Encourage health insurers to cover quit help, provide more follow-up counseling, nicotine patches and gum to more quit line users, and reach more low-income pregnant women with counseling. In addition, the Department will show health care systems how to identify, advise, and track tobacco-using patients.

## New “Tobacco Smokes You” Ad Campaign Targets Youth

In January, the Washington State Department of Health launched the latest phase of its aggressive media campaign targeting youth. This campaign, created specifically for Washington State by Seattle advertising agency Sedgwick Rd., includes television and billboard ads that graphically depict the damaging effects of tobacco use.

Earlier campaign ads, which were created for other states and adapted for use in Washington, took a similarly frank approach. Research conducted by the Department of Health for the original campaign showed that teenagers find graphic, truthful images to be the most effective way to discourage use. Those results were confirmed by research conducted for the new campaign, leading Sedgwick Rd. to continue the original approach and to intensify it.


The television ads portray cigarette smoke moving through the body, staining and damaging teeth and gums and deteriorating lungs and other tissues. With guidance from a medical consultant, Sedgwick Rd. created six-foot models of an esophagus and other organs that could be altered to create a frighteningly real depiction of what happens to your body when you light up. The television ads are broadcast during programs aimed at youth and young adults, such as MTV’s “Real World” and “The Simpsons.”

“Studies show that 90 percent of adult smokers start in their teens,” said Secretary of Health Mary Selecky. “A third of them eventually die of smoking-related illnesses. Our ads don’t pull any punches. They tell the truth about tobacco use in a graphic way teens are paying attention to.”

To emphasize the campaign’s warning about the dangers of tobacco use, Washington ads now conclude with the line, “Tobacco smokes you,” followed by the identifying line from the first campaign, “It’s the truth. It’s an outrage.”

In addition to television, the ad campaign includes radio, billboards, buses, and mall kiosks. Ads also run in theaters across the state, in Blockbuster video stores, and on Web sites such as CosmoGirl and TeenPeople.

Earlier this year, the Department of Health launched QuitLine.com, a site designed to motivate tobacco users to call the toll-free quit line (1-877-270-STOP).


The department also is working on new ads to update its campaign promoting its Tobacco Quit Line to adult smokers. New quit line ads are scheduled to appear this summer. Already this year anti-tobacco television and radio ads for youth prevention and the Tobacco Quit Line have aired more than 15,000 times across the state. 

## Education Can Reduce Confusion Caused By New Licenses

There is concern that the new design of Washington State driver licenses and ID cards may confuse retail clerks, which could lead to illegal sales of tobacco to minors. The Department of Licensing began issuing licenses and permits in this new format last year.

Local tobacco program contractors can help educate retailers on how to read the new IDs by providing them with materials available from the Department

of Health: email [youthaccess@doh.wa.gov](mailto:youthaccess@doh.wa.gov) or call (360) 236-3643. Tobacco program contractors can also ask the Liquor Control Board to provide training to their local tobacco retailers. Just call your local Liquor Control Board office to see how you can work together.

See the back page for tips on reading the new licenses and IDs. 



Dear Friends:

It has been an exciting and busy spring for tobacco prevention and control efforts. You can see our new anti-tobacco advertising campaign all over the state, teens held “Kick Butts” events, and our annual tobacco contractors meeting was a big success. At the meeting, I had the opportunity to introduce a list of new and expanded program activities. I met many of the dedicated people that make our county, tribal, and school programs work. And I had the chance to see a series of posters outlining some of the activities our local programs have undertaken recently. They are inspiring. Let me mention a few to give you an idea of what is going on at the local level:

Public Health Seattle and King County’s work with the Des Moines Police Department to conduct “stings” on adults buying tobacco for minors and on retailers selling tobacco to minors. The health department supported police activities with a campaign to raise awareness about youth tobacco laws.

Tobacco Free Benton-Franklin Counties’ “SHOUT Out No Tobacco Week,” during which 100 youth activists organized anti-tobacco dramatizations, art projects, special speakers and assemblies, classroom presentations, games, and giveaways in eight high schools and two middle schools.

Puyallup Tribal Health Authority’s delivery of anti-tobacco messages through events like the Tobacco Free – Pow Wow Fun Run and the Great Native American Smoke Out.

The Spokane Regional Health District’s partnership with Eastern Washington University to raise college student awareness of anti-tobacco messages through a program that challenged student contestants to quit smoking for five weeks.

These are only a few examples. Local programs all over the state are undertaking many important and creative projects.

To all of you who are working with us to drive down tobacco use in our state—thank you. You are an essential part of the most important health initiative we have undertaken in this state. Your continued efforts in cooperation with our statewide program will produce results that will benefit all current and future Washington citizens.

Sincerely,

Mary C. Selecky  
Secretary of Health



Upcoming Events:

May 31	June 6
World No Tobacco Day	Tobacco program contractors’ regional meeting

June 18-21  
American Cancer Society’s Camp Speakout!

October 24-26  
Yakima Prevention Summit